Newspaper Advertisements.

Stories of Some of the Feats of Judicious Advertising.

HOW THEY ARE MADE ATTRACTIVE

A CONTEST BY PITTSBURG JOURNALS

Everybody reads newspaper advertisements. It is useless for you to deny it. Staid, critical professional man as you are, you know that on more than one morning while coming to town on the cars, some bright, witty or startling headline among the advertisements has attracted your attention as you were in the act of turning over the pages of THE DISPATCH, and that before you began a perusal of the "latest from Oklahoma," or the Washington news, for either of which you were actually shifting the paper to see, you gave way to curiosity and really glanced over the "ad" to see

what the caption meant. Possibly it was not mere currosity. The headlines may have been "New Handkerchiefs," and that may have reminded you that you intended several days ago to refill your handkerchief case. At any rate, you must confess you were guilty of reading the advertisement !

INTERESTING TO READ.

It wasn't dull reading, was it? No; you had found that out before. Once or twice when you came over from New York by day you finished your novel long before reaching Pittsburg. Then you picked up THE DISPATCH again, and although you were sure you had read all its news in the morning, a second gleaning revealed lots of interesting little items you had missed. But afterwhile you found yourselt reading the "Topical Talker" a second time. There were still 100 miles to travel. For a wohder you knew none of the passengers well enough to strike up a conversation. A anooze was out of the question, because the train was on that heavy mountain grade from Cresson down to Johnstown, and the vibration from the tightly-locked brakes was awful. Without knowing it you commenced reading the advertisements. There was more of interest there than you had ever before realized. The hour passed very

quickly.

But did you ever stop to think of the practical results of one of these big double-column or full-page "ads?" You might imagine it was simply an experiment of the advertisers to put it there. Or, no, you could scarcely think that when you recollect that you have noticed the same firm's extensive advertising regularly every few days for a year or two past. "That must cost money," you reflect.

WHY IT PAYS.

Well, we should say it does. You would scarcely believe the figures which a dozen of the greatest houses in this city could show you on their books as the price of their year's advertising in daily papers.

"Then advertising must pay these merchants," you conclude.
"Now, it was on this very point that a conversation between Mr. S. L. Fleishman and a representative of THE DISPATCH turned the other day. Fleishman & Co.'s new stores on Market street are among the very best advertised in the city. The re-porter with his instinct for catching "something new," and with the lesson of experience that the "something new" must be written up in a vivacious, taking wav in order to get people to read and enjoy it, suggested the remark addressed to Mr. Fleishman that therein lies the trick of successful advertising. To show how this merchant un-derstands that trick, confidence will not be violated by citing some of the results of his

"Gentlemen with Small Feet" was the line in bold characters over one of his advertisements in THE DISPATCH recently. Such persons were notified that in unpacking boxes at the store a lot of No. 9 and 934 socks had been discovered. These were unusually small. They were a size not often inquired for, but in less than a week the whole 80 dozen had been sold. The advertisement accidentally ran in the paper one day longer than intended and the result small-footed men continued to call after all the socks had been sold.

PROOF THAT PROPLE READ.

Just before the last Presidental election day the house started an "ad" with the startling words: "Up Salt River," and then remarked that as many gentlemen were soon to make this long journey, prices in trunks, bags and gripsacks had been reduced. The result was wonderful. There was a perfect rush of men to the store on election day. All brought trunks or grips, but amusing as it may seem each explained to the sales-

as it may seem each explained to the sales-man that "they were for friends."
When "Bobert Elsmere" was at the height of its popularity, Fleishman & Co.'s bookbuyer in the East sent home 200 copies to be sold at 50 cents each. "Am afraid you sent too many," telegraphed by Mr. Fleishman. But he simply put the name of the book in the advertisement in bold letters. In six wes In six weeks he had sold 5,000 copies

"Early strawberries—spring radishes," was the way the Fleishman "ad" began in display types in THE DISPATCH on April 15. The next two days actually witnessed an immense influx of people to the store.

They really believed a fruit department had been added to the emporium. Of course they were only artificial strawberries and radishes, and the next day's change in advertisement was headed, "It was only a joke of ours," followed up with a moral.

PORESIGHT AND NOVELTY. During a period of excitement in the oil market one of their advertisements began with the words, "Bulls and bears-in a china store," and then explained that their firm had bought heavily in china and pro-posed to bear the market.

It is this catching the eye of the public by a timely, humorous or mystifying style of composition that makes adver-tising immensely profitable. By adapt-ing new ideas in advertising trade is actually created in dull times. Giving away artificial flowers in the appropriate season was one of the cleverest of all concelts. By reason of advertising this scheme Fleishman & Co. did more business in the first two days of February than they did in the whole of that month two years ago. There is always more or less literary merit in a well-written attractive advertisement. Mr. S. L. Fleishman is certainly master of the art, his pen having furnished one of the largest New York publishing houses with two volumes of translations from the German Heine. Mrs. Fleishman's translations from the German are also in book form.

But to cap the climax, and test the full value of advertising, Fleishman & Co.'s latest is certainly an enterprising idea. As will be seen in their advertisement elsewhere this morning, they propose to pre-sent to all purchasers who will send or bring them at time of purchase a clipping of their advertisement from one of the papers, hand-

every instance. THE DAILY DISPATCH, THE SUNDAY DISPATCH and several of the other daily and weekly papers are listed as the journals in which You will find the advertisement. Fleishman & Co. will note in a large book the paper from which each clipping is taken. Thus they will learn which advertising medium benefits them most. The contest promises to be a contest promises to be exciting, even from a disin-terested public point of view.

DRESS Laces-The best line of chantilly and gulpure flouncings yet shown, also some specially desirable new designs in drapery nets, opened this week.

THOSE PARK PICTURES.

low and Why the Panels Got Into Superir tendent Hamilton's Office. A morning paper yesterday alluded un-

kindly to the placing of the Phipps conservatory panel paintings in the private office of Superintendent Hamilton, where they could not be seen by the general public viaiting the conservatory. To this, as to everything else unkind that may be said about so good and generous a man as Super-intendent Hamilton, there is an answer.

In the disposal of those paintings some degree of judgment and taste had to be con-ceded to the artists themselves. The sug-gestion to paint such pictures for just such a place came from Mr. A. S. Wall, who recommended that they be on wooden panels and affixed to the walls of the office. It was in accordance with this suggestion that in accordance with this suggestion that Superintendent Hamilton had the wooden panels made and sent to such artists as had been designated by Mr. Wall. This is Su-perintendent Hamilton's explanation of the matter, and how anybody could desire him

to have done differently under the circumstances is difficult to understand. To show that Superintendent Hamilton states the case just as it is, it may be added that Mr. A. S. Wall corroborates it entirely. Moreover, Superintendent Hamilton says that if any artist is not satisfied with such location of his picture, he will be pleased to place it in the hall of the conser-

ONLY THE SECOND DEGREE.

Holloway's Plen as to the Slaughter of Slater is Accepted.

The trial of Thomas Holloway for the murder of Adam Slater was concluded vesterday afternoon with a verdict of murder in the second degree.

When court opened George Elphinstone, Esq., counsel for Holloway, opened the case for the defense. He outlined the case by stating that Holloway cut Slater's throat while temporarily insane. Mr. Elphin-stone offered to call any physician and have the head of the prisoner opened and ex-amined to prove that, as Holloway had said, "something bursted in his head" at the time he cut Slater.

Holloway was put on the stand. He de-tailed the killing, saying that he remem-bered nothing from the time he cut Slater until he found himself in jail the next

When court reconvened, after dinner, consultation was had by the counsel of both sides, and it was decided to accept a verdict of murder in the second degree. The cuse was so stated to the jury, and they showed their concurrence by at once rendering that

Holloway was remanded for sentence.

PREPARING TO PARADE.

The Memorial Day Committee of the G. A. R. Takes Initial Steps.

The Memorial Day Committee, representing Pests 3, 41, 157, 206, 230 and 259, held a are instances, and numerous ones, where meeting vesterday evening in the Mayor's the buzzard dollar has been put into one office. An organization was effected by the selection of H. H. Bengough, of 157, as chairman, and Hillis McKown, of 259, as secretary. Comrade Henry Breed, the secretary of the committee last year, called the who have talked prohibition for years. Of meeting to order, and in a feeling and earnest manner referred to the loss to the earnest manner referred to the loss to the committee by death of their colleague, Sidney Omohundro. The committee decided to abandon the joint parade, formerly held on Memorial Day. Subcommittees will be appointed and announced at the meeting of the committee next Saturday

Post 41 is making great preparations to join the parade in the East End on Tuesday next, and the commander is desirous of the comrades all reporting for duty on that day

RIVERS RISING SLOWLY.

A New Steering Apparatus Pronounced Success After Trial.

It still continues to drizzle a little, an the rivers are rising slowly, but river do not believe it will go higher than barge water. Most of the coal men have a tow o two of coal loaded waiting for water. The Browns have two; O'Neil, Jenkins, Sneaden, Ed Roberts and Walton each one.

The Frank Gilmore and the packe Sherley arrived yesterday morning. The Sherley left again in the afterpoon for Cin cinnati with a good load of freight and pas-sengers. The Scout also started down the river with a raft. The Joe Walton will leave light in a day or so.

The new steering apparatus on trial of the Alice Brown is a great success. works by hydraulic pressure, and is the invention of a man from the Columbi river. It does away entirely with th

A GAUZY TRANSACTION.

Two Pairs of Lace Curtains Get Several Persons in Trouble.

Frank Miller and Mrs. P. P. Zimmerman are charged with conspiracy before Alderman Cassidy by H. M. Nurse, of the Union Installment Company. It is alleged that Miller secured two pairs of lace curtains from the company, valued at \$18, and subsequently sold them to Mrs. Zimmerman.

As they had not paid for them, the company
tried to collect the money or secure the
goods, which they were unable to do,

Miller in the meantime left the town, and after suit was brought, an attempt was made to arrest Mrs. Zimmerman; but she adroitly evaded the constable that had been sent to arrest her, and is still at large.

A Worthy Charity Encouraged. At the third meeting of the Board of Managers of the Young Women's Boarding Home, the members were greatly encouraged by the liberal donations of money and household goods. The home is large, and, while some of the rooms are beautifully furnished, there are many others whose emptiness would appeal to all those who have tender hearts for the hard-working girl with meager pay.

The Siberian Instructor.

It may be taken for granted that tomorrow evening's lecture by George Kennan, under the auspices of the Pittsburg Press Club, in Lafayette Hall, will be highly entertaining and instructive. Much as the well-posted public have read from his writings, they will miss more, if they fail to hear his lecture on "Tent Life in Siberia." Undoubtedly the hall will be filled with people.

Saddle and Driving Horses.

Just received thirty head of driving and saddle horses, comprising the best com-bined horses that Kentucky can produce, two finely-matched carriage teams, two fast pacers and several fast trotters. This lot of pacers and several fast trotters. This lot of horses are the speediest road horses that have been brought here this season. They are all fashionably bred, being the gets of such stallions as Egbert, Lightwood, Crumbles, Denmark, Harrison Chief, Woodwards, Ethan Allen, Mambrino Clay, etc., etc. The Arnheim Live Stock Co., Limited, have also in their stables 25 head of general nurses haves. aome souvenirs, graded in value according to amount of purchase.

These presents range in value from \$1 to 120. The experiment begins May 1 and lasts until May 15. A clipping of the advertisement must be handed to the firm in vertisement must be handed to the firm in vertice the vertice of without doubt the largest and finest selec-tion of horses and mules that has been in any stable in Pittsburg for many years, and anyone wishing to purchase a horse or mule would do well to call at the stables of the Arnheim Live Stock Co., Limited, 52 Second avenue, Pittsburg, Pa., before purchas-

Elevator to Studio Door. Histed's new Studio, 85 Fifth ave., is the finest west of New York.

CARBIAGES of various styles-Three

STILL LIKE A PUZZLE

Divergent Opinions of Various Classes as to the White Act.

AMUSING RUMORS SET AFLOAT.

One of Which Embraces a Beer Pipe Line Down to Chartiers.

ARE PROHIBITIONISTS GETTING SHAKY?

Notwithstanding the lugubriqueness much of the comment picked up on the fly, there are some grotesque features about the speculation indulged in regarding Judge White's local option. There are more districts that will be "duffer than at any time since the epizootic in 1872." It is said that some people will commit suicide as a result of blasted hopes," and that others have 'determined to put their effects in such shape that they cannot be touched by any legal process, and then stock up and sell in defiance of law," hoping to make enough money in a short time to pay them for a soourn at Claremont.

It is said, also, that some people in this frame of mind have already made transfers to their wives, but the persons reporting refuse to give names. A proposition has been made to Wainwrights "to run a pipe line to Chartiers;" but the projectors haven't got an snawer so far.

NOT GOING TO BE SO BICH.

An observant lawyer, who isn't pledged to any party, but who doubts the wisdom of the passage of the prohibitory amendment, states that a year's observation has convinced him that the saloon keepers, as a whole, who have gotten license, swill not make as much money out of the monopoly as they expect. He states that he knows a score of men who drank rather heavily a year ago, and who, during the past year, missed several hundred drinks each, simply because they had to go several squares after it. They were not regular "soaks," and did most of their drinking on account of companionships that had been ostered in certain localities. When these were broken up by the abolition of the saloons they were not always renewed, and frequently other affiliations were formed that were not cemented by intercourse where the flowing bowl went round.

THE MIGHTY DOLLAR. Some Prohibitionists have been encountered who, of late, have begun to think pro-hibition may, after all, be a mirage. They are anxiously asking opinion as to whether the passage would hurt business, and there hopper of the scale and conviction in the other, and the former at present appears to have more specific gravity than the latter. The liquor men can bank heavily on the help of filthy lucre in the ranks of some will be more or less shattered, and the love

The Bargains at Thompson's New York

of money is almost as strong in the rural regions, at least in some of them, as in the

v	Grecery -Price	s for	This	Week	W
y e	Astonish You.				
	5 cans Fine S	near C	lorn		. 9
	5 cans Fine S 4 cans Good T	omatoe	es (3 lb.	cans).	2
	4 cans Good P	eas	40 40		9
	4 cans Good P	erries.			2
	6 bs Turker	Prunes.			2
	5 lbs French	Prunes			. 2
đ	4 lbs Evapora	ted Sli	ced An	ples	. 2
	4 lbs Evaporat	ted An	ricota.		. 9
n	5 lbs Evapora	ted Per	ches.		2
ŝ	5 lbs Evapora 3 lbs Large Ca	lilorni	a Plum	18	. 2
r	5 packages Co	rn Star	reh		. 2
e	3 packages Fr	uit Pu	ddine.		. 2
-	3 packages Fr 8 lbs Kingsfor	rd's Lar	ge Lun	pp Stare	h 2
	12 boxes Bng F	sine			- 2
t	5 boxes Conce 1 lb Choice N 1 lb Navy Ch	ntrated	Lye		. 2
	1 lb Choice N	ew Ho	ps		. 2
e	1 lb Navy Ch	ewing	Tobacc	0	. 19
1-	1 lb Pipe Cut 4 quarts Navy	and D	ry Tol	bacco	. 2
-		Bean	8		. 2
e 1	5 lbs English	Currar	ta		- 2
ш	31/2 lbs Large R	aisins.			. 2
	4 Bottles Kete	chup	12122010		2
n	12 bars Good 8	crubbi	ng Soan	D	. 2
	Ivory Seap, per	bar			20 1
e	Star Soap, per b	ar			
a	Lenox Soap				
e	Acme Shoe Polis	h, per	bottle.		. 1
	Roasted Coffee, p	er lb		2, 25 an	d 2
	English breads	ast, Yo	ung H	yson, O	olo
	and Japan Teas	at 18	20 25	20 40 "	he

and Japan Teas at 18, 20, 25, 30, 40 and 50 cents per lb.
Goods delivered free to all parts of both

cities. To those living out of the city will prepay freight on all orders of \$10, \$15, \$20 and upward. Send for catalogue.
M. R. Thompson, 301 Market st., cor. Third ave.

FOR carriage repairs and painting we have the cleanest and best factory in Western Pennsylvania, as our place is free from sulphur and smoke, which are very injurious to varnish while drying. THOS. S. O'NEIL & CO.,

5821-5825 Penn ave., E. E.

Elevator to Studio Door Histed's new Studio, 35 Fifth ave., is the finest west of New York

ALL-BLACK embroidered China silks, suitable for mourning wear, 24 in. wide, \$1 25 a yard. HUGUS & HACHE.

You can buy 50 delicious imported cigars for \$4 50 at G. W. Schmidt's, 95 and 97

Stylish Spitings. The largest stock of fashionable suitings and trouserings will be found at Pitcairn's
434 Wood st. Wan

CHANGE IN MAKE-UP.

CLASSIFIED

ADVERTISEMENTS

That heretofore appeared on this page of THE DISPATCH will be found on the Eleventh Page, in the Second Part of this issue.

The Wants, For Sales, To Lets, Business Chances, Auction Sales, etc., are placed under their usual headings on the Eleventh Page. Advertisements handed in too late cings yet shown, also quarter coaches, coupe rocksways, depot carryalls and photons of all kinds, suitable for use of private families, at Thes. 8.

HUDDER & HACKE.

O'Neil & Co. 2, 5821-5825 Penn ave., E. E. found on the Sixth Page. Classification will

The Prehibition Craze.

From the Journal of Commerce, New York, Wednesday, April 24: The excite-ment in those States where an effort is makment in those States where an effort is making, or has been made, to incorporate what is known as the "prohibition principle" in the organic law is beyond all precedent. Those who favor the movement comprise the well-meaning fanatics (we use the word in its proper sense) who really believe that tife cause of temperance can be promoted by legislation designed to prohibit the sale or even the manufacture of intoxicating drinks, and their selfish allies who know that restrictions of this character cannot be enforced, but who are willing for form's enforced, but who are willing for form's sake to vote for the attempt in order to gain political power through the alliance. The party opposed to the movement includes not only those whose business and habits would be repressed if the rule was enacted and enforced, but also a large body of men whose pecuniary interest and appetite are neither of them at stake, but who for various reasons condemn the contemplated ac-

There are not a few who would really approve of the prohibitory legislation if it could be enforced, but who know from all their experience and observation that the attempt will not only result in failure, but will drive the liquor traffic into a position for more injurious to the merchant the comfar more injurious to the morals of the com-munity than that which it occupies under prevalent restrictions and who oppose it for this reason. They are not restrained by any sense of the wrong and injustice of such an arbitrary use of power, and they would gladly compel their neighbors by sumptuary laws to conform to their own views of what laws to conform to their own views of what is proper for them to eat or drink, if the tyranny was practicable. But they have sense enough to know that it is utterly impossible under any form of government to enforce a restriction of this character.

If only one-third or one-fourth of the people of a given community invored the use, more or less habitual, of intoxicating drinks, it would not be possible for the other two-thirds or three-fourths, by the utmost efforts of the human will embodied in penal enactments, to limit the indulg-

ous reasons condemn the contemplated ac

in penal enactments, to limit the indulg ice. No law can be enforced that is no sustained by the great body of the people. It is difficult to secure compliance with a statute the principle of which everyone, not himself an offender, most heartily ap-proves; but when a sturdy minority in any ommunity believe a law to be unjust and oppressive the attempt to enforce it must

oppressive the attempt to enforce it must utterly fail.

In regard to the effort to prohibit the sale, and hence to limit the use, of all forms of intoxicating beverages, including beer and cider, now classed with wines and liquors in the interdicted list, the advocates of the measure have something more than a protection minority in the same of their same and their same of the of the measure have something more than a protesting minority in the way of their success. If any one will compare the enormous consumption of such liquids, as given in official tables, with the total of the population, he must come to the conclusion that even more than a mere majority of the people of every State in the Union are in the habit of indulging in the use of such stimulants. lants. A canvass of any community, made by one who can go behind the scenes and learn the actual facts, will confirm this statement. If any will ask why then a majority of any town, city or State can be found to vote in favor of the prohibitory enactment, we can only answer him in the words of a leading citizen of Atlanta, Ga., who told us plainly that he and his associates did not propose, when they voted for prohibition, to limit in any way their own use of such beverage, but to render it more difficult, if not impossible, for the negroes and idle vagabonds of that prosperous city to fill

themselves with liquor at every corner, to the great detriment of the peace and welfare of the community. There are many who hope by some legal enactment to restrain the young, the unwary, the idle and the vicious from debauchery and consequent crime, who

would indignantly resent any restraint of their habits in this direction. their habits in this direction.

We desire in closing to refer to another class who are opposed to all sumptuary legislation of this character, quite independent of the question whether or not it can be successfully enforced, or whether if it could it would be desirable to secure the result at which the measures are aimed. This class is much larger than commonly supposed, and includes the most valuable citizens to be found in any Commonwealth. They are men who would guard the rights of minori-ties and who hold the sacred principles of personal liberty far above the possible good to be effected by any scheme of temperance reformation. The tyrannies of the world have all rested on the plea that it was necessary for the public well are to violate the liberty of the individual. There are natural rights which for the safeguard of social order the individual, when he becomes a member of society, may be called upon to sur-render to the common good; but there are certain inaitenable prerogatives which may not be claimed or impaired upon any pretense whatever. No plausible argument or specious reasoning can really place any pub-lic benefit above the maintenance of that personal liberty which is essential to all true manhood. It was on this theory that among our sturdy ancestors every man's house was his castle; and no plea of public safety could overcome the prevalent instinct that within certain recognized limits, per-sonal liberty was a greater boon, and held to be more sacred than reverence for a statute. It is on this ground that moral reforms cannot be safely intrusted to remedial laws.

The loss of liberty, bold as the statement may seem, is a greater calamity than the prevalence of vice. While freedom is maintained, evil may be kept in check by at least an outward homage to virtue; but when that is lost there is nothing to arrest the descent to a lawless anarohy. It is a when that is lost there is nothing to arrest the descent to a lawless anarchy. It is a very common outery when vice or immoral habits affect a community that there ought to be a law, not only to punish, but to prevent such disorders. If one-half the energy spent in invok-ing and endeavering to obtain special legislation for such reforms, were devoted by its advocates to the use of moral forces by its advocates to the use of moral forces for the same great end, the work would often be accomplished without any further strug-gle. It is not true, as many claim, that the cause of temperance can no longer be ad-vanued by the use of means that have been so vanced by the use of means that have been so successful in the past. The difficulty is not in any want of efficacy in personal appeal and moral sussion, but in the impatience of the reformers, and the consequent substitution of force for reason and argument. And even this is misdirected. The drunkard is no longer treated as an offender to be reclaimed or punished, but as a victim to be pitied and coddled, until his offense is condoned, and the whole weight of reforming enrinery is turned upon the instrument of doned, and the whole weight of referming enginery is turned upon the instrument of his debauch. And here, instead of the gospel of love, which is the only agency that can touch the springs of the human heart, the reformer must have an armed police and a penal statute. These can be justified only on the assumption that all use of intoxicating beverages is criminal, and may of right be prohibited and punished. Such an assumption is a mere impertinence as long as so large a portion of the community deny the

so large a portion of the community deny it by both precept and example. While such denial lasts the reform must be confined to the restraint of drunkenness, which is the excessive indulgence of a com-mon appetite. To this good work law can give no strength, and an attempt at the use of force in the way of restraint only pro-vokes resistance and leads to greater excess. Inchriates can be reformed, but to tell them they are the victims of an incurable appetite is a direct bar to their recovery. The young may be induced to avoid all undue self-inculgence in stimulants by proper teaching, enforced in a spirit of kindness, when arbitrary restraint will only lead to open revolt, or secret evasion of the arm of each will. or secret evasion of the arm of authority.
To say that "all moderate drinking is mederate drunkenness" is to utter a falsehood in the face of the brightest example of human perfection the world has ever seen. But to teach that a check on appetite is due to every consideration that can possibly affect human conduct, and to train a gener-ation to such habits of self-restraint is to do all that can be done effectively for a reforma-tion in the interest of temperance.

BLACK Goods—Some specially desirable lightweight summer fabrics, silk and samel's hair grenadines, side bands, friesse and brocade effects; entirely new designs this season.

HUGUS & HACKE.

NEW ADVERTISEMENTS

\$10 AND \$12.

TEN AND TWELVE DOLLAR SUITS

A LITTLE PRICE FOR A GREAT VALUE.

The variety is large and includes very desirable styles of Cheviots, Cassimeres, Flannels, Serges and Corkscrews in correct styles of Sack and Cutaway

Our entire Spring Stock of Suits and Trousers is ready, and is a gathering that is making a good report, and will be heard of more and more for every excellence, every beauty and every reasonable

FINE SUITINGS.

\$16 00	\$16 00.
18 00	18 00
20 00	20 00
22 00	22 00

Fit, Style, Quality, Workmanship-all go with any Suit. The price affects nothing but quality. Superior quality adds to the cost. The plain gold ring, while good, is not so valuable as the one set with a diamond. You understand.

ELEGANT TROUSERINGS.

\$2 50	\$2 50
3 00	3 00
4 00	4 00
5 00	5 00

Made in a style that challenges the finest Merchant Tailoring Work, which ordinarily you cannot get except at extravagant prices. We have struck the keynote of popularity by giving the highest grade of goods at moderate prices.

CHILDREN'S SUITS.

100 different styles at \$3 00, \$4 00, \$5 00, \$6 00.

BOYS' SUITS.

50 different styles in Cutaway and Sacks at \$8 00, \$10 00, \$12.00, \$14 00.

FREE FRFF

With each Suit sold in our Boys' and Children's Department goes a genuine Spalding Baseball and Bat.

EISNER

PHILLIPS

Clothiers, Tailors and Furnishers. CORNER FIFTH AVE. AND WOOD ST.

See It! Purchase It! Read It!

A BRAND NEW BOOK, "MARY, THE QUEEN OF THE HOUSE OF DAVID," by Rev. A. Stewart Walsh, LL. D., New York. Note the UNSTINTED PRAISES it has received at home and abroad.

male College.

Your "Queen of the House of David" is a nineteenth century book. It shows MARVEL-OUS PROGESS toward the new age for woman. It cannot but help on to that age. There are two sublime conceptions in the book, and these are well sustained by the author's illuminated style. First, the miracle of the House of David: Rizpah resolved in Mary—the yulture slain, the woman crowned. Second, THE WOMAN SWEETLY DEVOUT. GLORIOUSLY HUMAN, FULL ORBED IN MOTHERHOOD. Blessed woman. We join the author in building the Queen a shrine as well as a throne—not exclusive, but popular and universal, since we all bow down to her.

From Dr. R. I. TAYLOB, President of Beaver College, Pa. College, Pa.

February 12, 1889.

It is written in a charming style, and is worthy a place in every family. The author weaves into the narrative so many of the leading facts of Biblical history and so vividly portravs the character of a noble woman that the PERUSAL OF THE BOOK WILL BRING TO THE READER GRATIFYING AND LASTING RESULTS.

STATE SUPERINTENDENT OF SCHOOLS, HON. E. E. HIGBEE. I have read with GREAT INTEREST AND PROFIT your beautiful book. The author has a keen bistorical sense, and handles his material of fact and fettion with skill. The moral and religious tone of the book is most excellent, and the careful reader will gather from THE INDIANAPOLIS SENTINEL, Ind.:

An entrancing book. It stands at the head of its class, and currivals all the fine compositions that have entered the field of religious romance in recent years.

From Rev. A. H. NGECHOSS, Pittsburg Fe-male College,

February 2, 1889.

February 2, 1889.

February 2, 1889.

MRS. GOV. GRAY, Indianapolis, Ind Your book HAS BEEN READ WITH MUCH PROFIT AND PLEASURE. I heartily commend it as a worthy addition to current literature, and it should be in every family. The book is of rare merit. The style of composition is CHASTE AND ELE-GANT: the subject matter is treated in a manner to make it interesting and instructive; the morals taught are elevating and Christianizing.

From Rev. T. J. Leak, Allegheny, Pa.:
February 6, 1889.
I have read the work and desire to say that I HAVE BEEN DELIGHTED with the BEAUTY OF EXPRESSION that characterizes its pages; have been DEEPLY INTERESTED in it as a story, and am in most hearty sympathy with its aim, "The exaltation of womanhood." I am sure that the public will be greatly pleased with it.

From Rev. Joseph Cook, Boston, Mass.
It ought to have wide circulation and usefulness. IT IS VIVID IN DESCRIPTION, SOUND IN SENTIMENT AND SCRIPTURAL IN TONE.

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